

Subject: Re: First Thursday Art Walk Music Stage
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 09/21/2016 02:32 PM
To: Sharyl Holtzman <sharylholtzman@gmail.com>
CC: San Pedro Film Festival <ziggy@spiffest.org>, Andy Pham <apham@sanpedrobid.com>

We usually only have one performer that we pay \$400 for 3 hours. Can you make the \$400 work for all performers?

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
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390 W. 7th Street | San Pedro, CA 90731
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On Wed, Sep 21, 2016 at 2:02 PM, Sharyl Holtzman
<sharylholtzman@gmail.com> wrote:

Hi Lorena, Andy, I wanted to say 'hello' and nice to 'emeet' you! I go back a ways with Ziggy, but new to the SPIFFest this year, and new to San Pedro, a resident as of 4th of July. In addition to communications director, I can assist in music events/booking (arranging our Kick Out the Jams event with Wayne Kramer on Oct 7).

Forgive me if I ask questions already covered, as the 'new kid'. The music programming would be 6p-9p? We can do this a few ways, but it seems like it would be nice to have 3 acts, maybe 30-35 minute sets, to allow time for change overs; shared backline makes that quicker too of course. Or two acts with longer sets? And/or share how you usually approach programming during art walk time, I've enjoyed as a consumer :) but not sure how long the sets are.

Looking forward to collaborating and meeting you in person.

Best,
Sharyl



**Events, Promotion & Social Media
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On Wed, Sep 21, 2016 at 1:55 PM, Lorena Parker <lparker@sanpedrobid.com> wrote:

Ziggy,

How long will they play for?

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On Tue, Sep 20, 2016 at 5:16 PM, San Pedro Film Festival
<ziggy@spiffest.org> wrote:

Lorena,

Good to speak with you.

Please let us know what the stipend may be for musicians for playing First Thursday.

Also, we will send you a digital flyer for facebook promotions and boosted posts.

Thank you.

Ziggy

Ziggy Mrkich | [San Pedro International Film Festival](http://SanPedroInternationalFilmFestival.org) | SPIFFest.org | **October 6-16, 2016**

On Tue, Sep 20, 2016 at 12:58 PM, Lorena Parker
<lparker@sanpedrobid.com> wrote:

Ziggy,

Please call me to discuss.

Best regards,

Lorena Parker
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On Tue, Sep 20, 2016 at 12:15 PM, San Pedro Film Festival
<ziggy@spiffest.org> wrote:

Hi Lorena and Eric:

With the festival just weeks away I wanted to confirm what PBID can help us with. I'm also cc-ing Sharyl Holtzman who is our Social Media and Communications Director.

Please let us know how to proceed.

Ziggy

Ziggy Mrkich | [San Pedro International Film Festival](#) | SPIFFest.org | **October 6-16, 2016**

On Thu, Sep 15, 2016 at 11:11 AM, San Pedro Film Festival
<ziggy@spiffest.org> wrote:

Eric,

Thank you so much for the croissant and coffee this morning!

I would love to take you up on the offer for music on the outdoor stage for First Thursday, I have the perfect musician. He is very entertaining and plays blues and jazz like a pro! Oh wait he wrote the books on how to play blues and jazz published by Hal Leonard ;) This will be a perfect way to promote the festival and the event he is doing at Alva's on the 14th with his band.

How do we proceed?

Zig

Ziggy Mrkich | San Pedro International Film
Festival | SPIFFest.org | October 6-16, 2016